



COMMUNITY GUIDE

Includes Success Stories from
the 1998 NIIW campaign.

NATIONAL INFANT IMMUNIZATION WEEK: APRIL 16-22, 2000

A NATIONWIDE CELEBRATION REMINDING AMERICA'S PARENTS AND CAREGIVERS: YOU GAVE THEM LIFE. PROTECT IT.

IMMUNI  ZATION:

This guide provides suggested activities and recommendations for involving parents/caregivers and health care providers in efforts to raise infant immunization rates. The kit contains sample education materials designed to enhance or accompany many of the activities listed in this guide. These activities can be conducted in conjunction with National Infant Immunization Week and/or throughout the year. For additional copies of this kit or for additional information about immunizations, call 1-800-232-2522 (English) or 1-800-232-0233 (Spanish).



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IMMUNIZATION: 



Centers for Disease Control
and Prevention (CDC)
Atlanta GA 30333

Dear Immunization Partner:

One of the most remarkable public health achievements of the current century is the success of immunization. In the United States, most vaccine-preventable diseases have been reduced by more than 99 percent since the introduction of vaccines, and reported cases of vaccine-preventable diseases are at, or near, all-time low levels. We have achieved our goal of 90 percent coverage for most childhood vaccines and a record high of having fully immunized 78 percent of children 2 years of age.

Since 1993 when the Clinton Administration launched the Childhood Immunization Initiative, immunization rates have risen in all communities; low-cost or free vaccines have become more accessible to low-income and uninsured families; community outreach, participation, and partnerships between the public and private sectors have increased; and systems for monitoring disease and vaccinations have improved.

We have made great progress, but our job is not yet finished. More than 900,000 of our Nation's 2-year-olds are still not adequately protected against vaccine-preventable diseases, and 4,000 infants are born each day with the need to begin the vaccination series. Furthermore, we need to continue our efforts to improve coverage with our newer vaccines.

During National Infant Immunization Week (NIIW), April 16-22, 2000, we can increase the momentum to fully immunize our Nation's youngest citizens. The enclosed NIIW 1999 materials are being provided to help you plan events during NIIW and throughout the year to reinforce the immunization message of "You gave them life. Protect it." Feel free to use these ideas to enhance your outreach activities and increase immunization rates in your community.

Thank you for your continued commitment to this important effort to help every child have the healthiest possible start in life.

Sincerely,

A handwritten signature in black ink that reads "Jeffrey Koplan".

Jeffrey P. Koplan, M.D., M.P.H.
Director



NATIONAL INFANT IMMUNIZATION WEEK

National Infant Immunization Week (NIIW), April 16-22, 2000 is an annual observance that highlights the importance of timely infant immunization. This year's theme is Immunization: Our Work Has Just Begun. Currently, vaccination rates are at all-time highs and occurrences of most childhood diseases are at all-time lows, but much work still remains to be done. Your organization's activities during this special week can contribute to raising the immunization rate.

CDC emphasizes the need for parents, caregivers, and providers to discuss the immunization status of children at every health care visit. Achieving and sustaining high coverage will require a variety of interventions focusing on parents, caregivers, health care providers, and communities to (1) achieve an on-time start to immunization, (2) ensure that every child maintains contact with the health care system, and (3) ensure that a child's health status is properly assessed at every visit to a health care provider. Your activities during NIIW can help achieve these goals through efforts to:

- Make parents and caregivers aware of the need to protect their baby from birth against 11 vaccine-preventable diseases.
- Encourage better communication between parents/caregivers and their health care providers about a child's vaccination needs. The schedule changes frequently as new and combination vaccines become available. Parents and caregivers should ask providers to review their children's immunization records and make recommendations.
- Inform parents and caregivers they need to follow through on the recommendations by making and keeping the needed appointments.
- Give parents toll-free 800 numbers they can call to locate a facility that offers free immunizations for their infants if they do not have a health care provider.

Immunization protects not only individual children but also the entire community. Immunized children do not spread disease to other persons in the community. Therefore, all of us—parents, caregivers, providers, and community organizations—are responsible for ensuring that children get the shots they need.

The NIIW Community Guide provides ideas that your organization can use to reach the greatest number of people at the national, State, and local levels. To keep the immunization message in front of the public beyond NIIW, you may want to piggyback your message with community events throughout the year. For example, you can schedule a free immunization clinic during a general health fair, hand out flyers at a Fourth of July parade, or arrange for employers to include immunization messages with paychecks.

THANK YOU FOR PARTICIPATING IN NIIW 1999!

*Let us know your plans for National Infant Immunization Week. Please complete and return the NIIW Activity Report and Evaluation Form (see the **Implementation Handbook**) to CDC by March 1, 1999. Please send it by fax to 404-639-8555 or mail it to Community Outreach and Planning Branch, Immunization Services Division, National Immunization Program, 1600 Clifton Road, MS E-52, Atlanta, GA 30333. Your responses will allow us to include your efforts on the list of NIIW activities that will be shared with the media, elected officials, interested organizations, and others. It will also help us to share your successes and innovative ideas with others who can use them for future NIIW activities.*



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HOW TO USE THIS KIT

This kit is made up of this bound section, the *Community Guide*, and a bound collection of supplemental documents, the *Implementation Handbook*, which include materials for parents/caregivers, providers, and partners (national organizations, community-based organizations, and coalitions).

COMMUNITY GUIDE

The heart of this kit contains ideas that can be used during NIIW and throughout the year to promote the message of the need to immunize children. The *Community Guide* contains details about dozens of activities you can implement to raise awareness of immunization. It also explains a four-step process to plan and implement programs that can help raise and sustain immunization rates in your community.

The *Community Guide* also includes sample documents, such as a letter, proclamation, press release, and sample program plan that can be tailored to fit your individual needs. Throughout the *Community Guide*, sidebars contain tips on conducting activities effectively. Start by using the *Community Guide* to help you plan your immunization programs.

IMPLEMENTATION HANDBOOK

The *Implementation Handbook* consists of a variety of individual reproducible materials. Each page is perforated for removal. Your organization may wish to duplicate these pages for distribution to parents, providers, and other interested persons. Information packets to target specific audiences can be created.

HOW TO USE IMPLEMENTATION HANDBOOK MATERIALS

- **Factsheets.** Use the information in these fact sheets in press releases and articles or reproduce them for distribution. For example, duplicate the fact sheets on colored paper and use them as handouts; give them to local businesses for them to distribute; use the information in the fact sheets to craft your news release.
- **Sample Media Pieces.** Customize the sample op-ed pieces and newsletter article to fit your program. Distribute these to your media outlets using the tips offered in the *Community Guide*. Use the letter requesting editorial support to give reasons why a newspaper should cover National Infant Immunization Week.
- **Print Public Service Announcements.** Send the print ads to your local newspaper for possible publication.
- **Article.** Use the sample newsletter article in a church bulletin, or customize to fit with other organizations' materials.
- **Payroll Message.** Send the sample message to large companies to stuff with payroll checks and bills to customers.
- **Activity Report and Evaluation Form.** Please fill out and return these forms to tell us about the activities you have planned for NIIW and to give us your opinion of the kit.



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INTRODUCTION

Immunization rates for children younger than 2 years in the United States are at their highest level in history. However, there is still much work to be done. More than 900,000 children are not fully immunized. Thousands of lives are in jeopardy from preventable diseases, and hundreds of thousands of dollars are being spent on the care of stricken children whose illnesses could have been avoided. National and community organizations and health departments can play an important role in ensuring that all our children are appropriately immunized by the age of 2. Health care providers need to actively communicate with parents/caregivers about immunization, especially when improvements in vaccines result in changes to the immunization schedule. Parents/caregivers need to know that their children can and will be protected against many childhood diseases.

During National Infant Immunization Week (NIIW), April 16-22, 2000 efforts will be made around the country to achieve immunization goals. This guide will help you and others in these efforts. In this guide, you will find the information you need to conduct activities that educate parents and increase awareness among health care providers. The guide tells how to choose and conduct activities that are appropriate for your community and organization during NIIW as well as throughout the year. The guide divides program planning into four steps:

1. *Lay the foundation.* Get to know the needs and resources in your community, assess activities conducted in previous years, and shape your plan accordingly.
2. *Select activities.* Choose from a variety of activities to promote immunization.
3. *Work with others.* Get out the immunization message by collaborating with businesses and organizations and working with the media.
4. *Chart your success.* Look at what you have accomplished and learned and build on your success. Use the information you have gained to guide future activities.

Following these steps will help you create a program that is tailored to the needs of your community or enhance your existing program.

Some communities will have the resources to undertake the major activities suggested in this guide. In other cases, groups will start by choosing more modest activities. No matter what you are able to do, your activities will be a vital part of the many immunization education activities being developed all over the country.



STEP 1: LAY THE FOUNDATION

Successful programs result when the community's needs are considered, specific objectives set, and resources used wisely. Here is information on how to lay the necessary foundation.

KNOW YOUR COMMUNITY'S NEEDS

Most community education programs begin with the commitment and initiative of one or two people who recognize a need or opportunity. The purpose of a needs assessment is to further explore and define needs and opportunities, e.g., by determining previous and current immunization activities. What you learn in this step will help shape the rest of your program.

KNOW YOUR OBJECTIVES

Before you begin program activities, consider their purpose. You have a better chance of having an impact if you focus on a few well-defined objectives. Keep in mind that every community has its own unique combination of people, organizations, needs, and concerns; so immunization programs will take different forms in different places.

The Childhood Immunization Initiative (CII), begun in 1993 by the Clinton Administration and the Centers for Disease Control and Prevention (CDC), focuses on several objectives (see box on page 8). These objectives help ensure that children in America are fully protected against vaccine-preventable disease. You may find during your needs assessment that many of CII's areas of concern match those in your community. This guide focuses on objectives that reach parents/caregivers and providers directly. They are:

- To remind parents/caregivers about the importance of immunizing children.
- To encourage parents/caregivers to check their children's immunization records.
- To increase infant immunization rates in the community.
- To encourage health care providers to talk with parents/caregivers about immunization services and options.

Most community organizations find that they can take on one or two objectives at a time, then add to or alter their strategies as the program progresses or community needs change. See "Step 2 – Select Activities" of this guide for ideas about activities for different stages of a program.

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Who Is the Audience?

The primary audience for an immunization campaign is parents/caregivers of children ages 2 or younger. Research shows that a significant proportion of the adult U.S. population is unaware of the need for immunizations or the risks associated with underimmunization.

To identify your target audience:

- Check data from your own organization, local health department, and social service and community planning agencies for the number of parents and caregivers in your community and where they live.
- Find out whether parents/caregivers belong to any organizations and where and when they meet. Consider contacting the organizations.
- Recruit community leaders and involve them in finding the best ways to identify and reach your audience.
- Ask newspapers and broadcast stations to describe their readers, listeners, and viewers.

The other main audience for your campaign is health care providers. It is important for health care providers to keep accurate immunization records of their patients and communicate with parents and caregivers about their children's immunizations. It also is important to find health care providers who can assist with free or low-cost immunization services.

To identify health care providers who serve a variety of populations or special needs:

- Check with the local health department and social service agency to determine providers to whom parents and caregivers are most frequently referred.
- Check directories for hospitals and clinics (e.g., Indian, Migrant, or Rural Health Services) located in your community.
- Identify associations of hospitals or clinics in your area. Call the National Immunization Information Hotline, 1-800-232-2522 (English) or 1-800-232-0233 (Spanish), which can direct you to local clinics.
- Find local physicians who will be spokespersons or are willing to reach other physicians with the immunization message.

CHILDHOOD IMMUNIZATION INITIATIVE

- *To improve the quality and quantity of vaccination delivery services.*
- *To reduce vaccine costs for parents/caregivers.*
- *To increase awareness of infant immunization.*
- *To enhance community participation and expand public/private partnerships.*
- *To improve systems to detect disease and measure vaccination coverage levels.*
- *To improve vaccines.*



What Are Others Doing?

Contact your local health department or the National Immunization Information Hotline to learn of any statewide or local coalitions promoting immunization services in your area. If there is a coalition in your community, make contact and join forces, if possible. If there is no coalition, take these steps to find out what is being done in your area:

- Contact your local health department's immunization program. In some areas, the childhood immunization program may be a part of the maternal and child health program or the communicable disease prevention program. The health department will be able to tell you about public immunization services and may be able to give you information on private providers that participate in public programs such as the Vaccines for Children (VFC) program. The VFC Program provides free vaccines for children 0-18 years of age who are Medicaid-enrolled, have no health insurance, or are American Indian/Alaskan Native. The health department can also provide data on immunization coverage in your area.
- Contact managed care organizations to learn about their immunization initiatives and child health plans. Hospitals can give you information on their services, including special clinics or services provided in emergency rooms and outreach programs. If your area has a community, rural, or migrant health program, make contact to find out what they are doing to help in vaccinating children.
- Contact organizations serving specific groups. For example, if there is a large Native American community in your town, there may be a tribal council or other group that helps guide health promotion and disease prevention activities for its members. Some members of your community may access social and human services through community-based organizations. Other examples of programs that may be interested in immunization and disease prevention include programs for the homeless, battered women, refugees/recent immigrants, children in foster care, and persons with chronic diseases.
- Contact local voluntary programs that may be affiliates of national organizations that have joined in immunization promotion efforts. Examples include Rotary International and Kiwanis.

Your local library may have a listing or directory of local social and health service organizations as well as reference books such as the Encyclopedia of Associations. Your librarian may also be able to access the Internet to obtain information on other resources and sources of information.

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SOME TIPS FOR WORKING WITH VOLUNTEERS

1. Select volunteers with these attributes:

- *Contacts and credibility with and respect for your target audience.*
- *Commitment to volunteering a specified amount of time on a regular basis.*
- *Commitment to providing the kind of help you need.*
- *Commitment to your immunization campaign over time.*
- *Enthusiasm.*

2. Manage your volunteer program carefully:

- *Offer training or orientation at convenient times and locations.*
- *Offer free parking, lunch or coffee breaks, or other small incentives.*
- *Consider a contract specifying your role and theirs.*
- *Set firm schedules.*
- *Be clear about expectations and standards for performance.*
- *Provide support and feedback.*

3. Reward your volunteers informally with frequent “thank you’s” and formally with a recognition lunch, certificate, or small gift such as a coffee mug or T-shirt.

KNOW YOUR RESOURCES

Consider your resources—staff time, funds, and facilities, as well as expertise, contacts, and credibility. Sometimes commitment and enthusiasm can be your most valuable resources.

You may need to find resources outside your own organization. Potential sources of support include local affiliates of national and State immunization-related organizations, businesses, media, and volunteer organizations. They may be able to help you not only with funds but also with in-kind donations.

For example, a printer might agree to reproduce materials or an advertiser might agree to donate a billboard for your program.

If you need extra funds to accomplish what you want to do, consider applying for small grants from local corporations or foundations. Volunteer and civic groups and even retailers—such as pharmacies or baby product stores—also may provide small donations, especially if your program publicity can acknowledge their contribution.

Consider what you can do in the short term and the long term. A short-term project may center on distributing materials before National Infant Immunization Week in April. A long-term project may include a plan for 2000. It is important to start thinking about long-term projects for the purpose of sustaining high infant immunization rates. Minimizing your activities and long-range goals may result in lower immunization rates.



STEP 2: SELECT ACTIVITIES

What can you do? There are many activities from which to choose for your immunization campaign. The ideas here are divided into four levels. (See *Appendix A: Sample Program Plan*.) Those in Level I require modest amounts of time and other resources. Levels II and III demand a little more organization and commitment from volunteers or staff. Activities in Level IV are geared toward health care providers.

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LEVEL I: GETTING STARTED

The following activities require minimal amounts of time and resources.

- Ask newspapers and newsletters to publish **public service print ads, articles, or editorials.**
- Write a **news release, opinion-editorial piece, or letter to the editor** to announce your new program (see *Sample News Release* on page 24; see *Sample Op-Eds* in *Implementation Handbook*).
- Ask employers/businesses to use **payroll or bill stuffers** (especially for utility company, bank, and credit card statements). (See *Implementation Handbook* for reproducible sample.)
- Ask religious leaders to include messages about disease prevention in their **sermons and prayers.**
- Ask Hispanic church leaders, local members of The Congress of National Black Churches and the Interfaith Alliance to announce National Infant Immunization Week in **church bulletins and newsletters.** Also ask them to include immunization materials or print ads in their newsletters and bulletins or to distribute brochures during services and other events. (See *Implementation Handbook* for *Sample Print Ad*.)
- Ask churches to provide **fact sheets and coupons** for free or reduced-cost immunizations through the church bulletin and at the church nursery.
- Work with a local fast-food restaurant or chain to heighten awareness by printing immunization messages on **tray place mats and window banners.** The restaurant could offer food discounts with proof of immunization.
- Ask large companies to pay for placement of **radio or newspaper ads** about your program.
- Ask advertisers to include immunization **print ads** or reproducible art in their ads in local newspapers.

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ACTIVITIES

- Ask local businesses if they have printing capabilities and can **reprint materials on immunization** (offer a credit line on the materials acknowledging their donation).
- Provide **immunization brochures** for distribution at baby product stores and health clinics.
- Establish an **immunization education center** in your office, at a local library, at major worksites, or at other walk-in locations.
- Ask **unions to distribute immunization materials** to their members who are parents or caregivers.
- Ask merchants to display **posters** and **tent cards**, use **bag stuffers** for customers, include an immunization message on **store receipts**, or make **loudspeaker announcements**.
- Prepare **scoreboards** or **loudspeaker announcements** for sports events, rodeos, concerts, or bingo games.
- Ask high school clubs or art classes to design and construct **banners** or **portable exhibits** for use at community events.
- Send **letters** about your plans to the editors of State medical journals, other professional journals, and local newspapers.
- Hold a **breakfast** for employers, religious leaders, or media representatives, and ask them to get involved with your activities.
- Prepare and distribute **newsletter articles** for employers, neighborhood associations, utility companies, or other organizations with newsletters.
- Ask to **speak at an organization's event** such as an Interfaith Alliance meeting.

MAKING A MINIDIRECTORY

If you are successful in raising awareness of immunization, questions about where children can be immunized will be asked. A minidirectory is a handy tool to provide to parents/caregivers and others so they can quickly determine where they can go for local immunization services.

- *This minidirectory of local services could also include information on clinics, costs, options for reduced-fee services, services performed, and hours of operation.*
- *Ask local immunization programs if they have such a list or can help you compile one. Call your State or county medical society, pediatric associations, and hospitals for the names and addresses of child health care providers. Don't overlook the wealth of information in the telephone yellow pages!*
- *A list of local services will be especially useful to speakers and also could be distributed at health fairs, libraries, and other locations.*



LEVEL II: ENHANCING YOUR PROGRAM

The following activities demand a little more effort from volunteers and staff, and possibly more funding, than activities in Level I.

- Ask producers of **radio call-in shows** and television public affairs shows to feature immunization activities; offer to provide background information on immunizations, sample questions and answers, and someone to interview.
- Arrange for a pediatrician or someone who represents your program to appear on a **television** or **radio talk show**.
- Ask retailers, banks, or other merchants to sponsor an **immunization event** or **seminar** or to distribute information.
- Solicit local churches to ask their members with small children to bring in their immunization records. Recruit and train volunteers to **check the immunization records** and refer children to providers if needed.
- Ask shopping mall management to sponsor a **health fair**, make room for an **exhibit**, or provide space for a “questions and answers about immunization” table or booth.
- Hold an **immunization poster contest** for students and offer donated prizes. Exhibit entries in a mall, community center, library, local bus station, or other public place frequented by your priority population.
- Ask a local toy store to provide **educational materials** during National Infant Immunization Week and **discounts** with proof of immunization.
- Create a **resource kit** on vaccine-preventable diseases and distribute at community events.
- Work with merchants to promote **special gifts** related to immunization for Mother’s Day, Father’s Day, Grandparent’s Day, and other special days or weeks.
- Ask local shoe stores to disseminate immunization information during **Back-to-School promotions**. The store could also place banners in their windows, include supplements in their advertisements, and offer discounts with proof of immunization. Offer the stores public recognition for their participation.
- Ask employers to establish **incentives for employees** who are parents/caregivers to have their children vaccinated.
- Acknowledge the coalition’s partners at a **special luncheon**.
- Use promotional items, such as **coffee mugs, buttons, or T-shirts** with an immunization message and logo for your volunteers to wear at special events, to offer for sale at events, and to give to contributors as a “thank you.”

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- Imprint **balloons** with the immunization message and logo to mark the spot at special events.
- Talk with transportation companies about placing **print ads** with your immunization message in buses, cabs, and jitneys. Alternatively, drivers could pass out cards with the immunization message to their passengers.
- Imprint **theme cups** for sports events and health fairs. Imprint **bags** at supermarkets and pharmacies. Imprint tray inserts at fast-food chains.
- Ask a radio station to do a **live broadcast** from your event, and have parents/ caregivers and health care providers interviewed about immunization. (See page 28 for interview tips.)
- Ask a radio station to participate on a day during National Infant Immunization Week or another special day by broadcasting, hourly, an **immunization message**; provide broadcasters with live announcer copy.
- Work with **billboard** and **transit companies** to seek public service space where it is most likely to reach your audience.
- Develop a **speakers' program** and offer presentations to community hospitals, churches, libraries, recreation centers, club meetings, and worksite brown bag lunches; identify speakers (e.g., health care providers, people affected by disease due to lack of immunization, media spokespersons) and provide them with a prepared speech or talking points.
- Distribute materials to **social service agencies** that serve children such as foster homes, refugee centers, homeless shelters, and family daycare centers.
- Adapt this kit and create your own **local immunization package** to disseminate to organizations.

LEVEL III: BROADENING YOUR SCOPE

The following activities require more organization, planning, staff, and resources than those in the previous levels. Some of these activities may serve to sustain long-term, high immunization rates in your community.

- During the week preceding National Infant Immunization Week (NIIW), have your Governor, First Lady, and coalition members kick off the week with a **press conference** and **proclamation for NIIW**. (See page 17 for *Sample Proclamation*.)
- Issue a **news release** and/or **op-ed piece** to kick off National Infant Immunization Week (NIIW). Include information about county immunization rates, local NIIW events, and clinic hours. (See *Sample News Release* on page 24.)

WHEN CHOOSING ACTIVITIES, REMEMBER YOUR AUDIENCE

- Put posters or announcements on bulletin boards or in windows of laundromats, fast-food restaurants, or grocery stores used by community members.
- Print information in a community or resident newsletter. People often read newsletters more attentively and regularly than they read a regional newspaper.
- Contact local television stations and ask them to run public service announcements on immunization. In many communities, parents/ caregivers who stay at home prefer television to other media.



- Offer **time-limited coupons** for free or reduced-cost vaccinations for parents/caregivers with limited or no health insurance or with demonstrated financial need. The coupons could be distributed through pharmacies, health centers, grocery stores, or places of worship.
- Time **public service announcements (PSAs)** to coincide with National Infant Immunization Week or a county fair or special community event attracting parents/caregivers of small children; staff a booth at the activity.
- Assemble a **gift package** (including coupons and samples from local merchants) for parents/caregivers who bring their children to health clinics.
- Keep a list of people who visit an exhibit or booth, and send **follow-up cards** to remind them that they should get their child immunized before the age of 2.
- Recruit local housing authorities to allow volunteers to conduct a **door-to-door educational campaign**. A mobile unit could be brought on site to provide immediate service.
- Publish a periodic **child health newsletter** to highlight medical facts, community news and events, and suggestions for ways to get involved in your program.
- Partner with local elementary schools to ask older children to take the immunization message home to parents/caregivers of children by sponsoring a **poster contest**. Suggest using the theme "We're helping to protect our little brothers and sisters." Invite special guests to an event announcing the poster winners. Use the first-place poster for your next immunization campaign.
- Ask a local college health education, marketing, or communications department or a public relations firm to conduct a **community survey** about immunization awareness. Publicize the results.
- Ask local churches to allow local community health providers to deliver **immunization services** at the church. A mobile unit could be brought on site during National Infant Immunization Week.
- Set up a program for individuals who need **transportation** to health clinics or doctors' offices.
- Hold an **open house** for community groups to join the effort to immunize children and prevent disease. Invite a guest celebrity. Give out awards to deserving individuals and organizations.

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SPECIAL EVENTS

Many activities can be conducted throughout the year to attract attention to the importance of immunization. Here are some national dates:

<i>Children and Healthcare Week</i>	<i>March 14-20</i>
<i>National Infant Immunization Week</i>	<i>April 18-24</i>
<i>Mother's Day</i>	<i>May 9</i>
<i>Father's Day</i>	<i>June 20</i>
<i>Grandparent's Day</i>	<i>September 12</i>

To link local events with these national events, contact their sponsors for ideas and resources. (See Appendix C for additional observances and contacts.)

Also take advantage of important local dates and community events, including parades, county fairs, health fairs, picnics, family reunions, and sports competitions.

- Distribute an immunization **"tag line"** and **campaign logo** to major businesses to include in their print and television advertising during National Infant Immunization Week. Issue a press release summarizing all the businesses and organizations that are helping to get the word out about infant immunization.
- Encourage members of Congress and State legislators to **visit programs** geared toward the needs of lower socioeconomic groups and bring publicity to the immunization issue.
- Send a **letter to your Governor** requesting that s/he ask county officials, mayors, and city council members for their active involvement in the immunization issue.
- Organize a **press event** with local officials to highlight local immunization rates, issue a challenge to residents to raise these rates, inform the public of local National Infant Immunization Week events, and thank coalition members and clinic staff for their hard work.

ACTIVITIES



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SAMPLE PROMOTION PROCLAMATION

National Infant Immunization Week

Infant immunization protects children from deadly diseases and saves health care costs. Our great (state/city) of _____ can be proud to be part of the Nation's success in raising immunization rates to an all-time high. The incidence of vaccine-preventable diseases is at an all-time low compared with epidemics in the past. However, much community work is required to sustain this effort. There are still too many children in this country who are not getting immunized on time.

Research shows that diseases such as measles, whooping cough, and rubella occurring in (insert city/state) could have been prevented with the proper immunization. Children need a series of vaccinations, starting at birth, to be fully protected from these deadly and debilitating diseases.

It is time for everyone in our communities to take responsibility by spreading the word about the importance of proper immunization before age 2. I officially call upon all members of (city/county/state) to participate in reaching our goal of raising our immunization rate from _____% to _____% this year.

Together we need to educate parents and caregivers about the importance of early immunizations, encourage health care providers to improve access and consistency of immunization services, and seek long-term policy changes that will ensure full immunization status for all children by age 2.

The week of April 16-22, 2000 has been declared National Infant Immunization Week to help ensure that children have all their vaccinations by the age of 2.

NOW, THEREFORE, I, (Governor/Mayor) of (state/city) _____, do hereby proclaim the week of April 16-22, 2000, as

INFANT IMMUNIZATION AWARENESS WEEK IN (state/city/county) _____ and encourage businesses, government agencies, national organizations, community-based organizations, and service groups to spread the immunization message throughout their communities. I also encourage public and private health care providers, parents, and children's caregivers in this (city/county/state) to advance the health of children by ensuring early and on-time immunization against preventable childhood diseases.

DATED:

Signed by (Governor/Mayor) _____

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LEVEL IV: FOCUSING ON HEALTH CARE PROVIDERS

These activities are geared toward health care providers who are in the best position to reach parents and caregivers. Some of these activities require modest efforts and others require more planning and organization.

- Offer to assist health care providers in **reminding parents/caregivers** that vaccinations are due. Volunteers could call directly or prepare reminder cards.
- Hold **special events** and **open houses** at local hospitals, clinics, or WIC sites. Arrange for county health department personnel and service group representatives to speak on local talk shows.
- Organize **phone banks** to educate providers and bring media attention to the issue. Ask unions or businesses to donate space and phones.
- Ask hospitals to include your program information in **continuing medical education programs**.
- Ask health care providers to **record and play an immunization message** to callers who are put on hold.
- Develop **in-service training seminars** at medical, health, and social service agencies on keeping records and communicating with parents/caregivers about immunization.
- Develop **note pads** and **buttons** for nurses and providers to help remind them to discuss child immunization with parents and caregivers.
- Ask local hospitals to provide new parents/caregivers with **information** and **services** to immunize their new baby.
- Recruit Medicaid managed-care organizations and ask them to educate their providers on the importance of communicating with parents/caregivers about infant immunization.
- Work to extend **insurance coverage of childhood immunizations**—beginning with your own employer’s insurer—if these vaccinations are not covered.
- Ask your **managed care organization** to cosponsor a press conference demonstrating its support of your immunization effort and to raise awareness about the problem of missed opportunities.
- Co-host an **Appreciation Day** for health care providers. Distribute coffee mugs with your campaign logo as a thank you gift.
- Organize a **provider education and appreciation luncheon** to inform providers about missed opportunities, the Standards for Pediatric Immunization Practices, and contraindications to vaccination.

“We have made great progress, but our job is not yet finished.”

- Jeffrey P. Koplan, M.D., M.P.H.



IMMUNIZATION: OUR WORK HAS JUST **BEGUN**

STEP 3: WORK WITH OTHERS

By working with others, you can reach more members of your target audience and have more resources for accomplishing your program objectives. You can work with businesses, organizations, and the media to help get your immunization information to your target audience.

WORK WITH BUSINESSES AND ORGANIZATIONS

No one person or organization can do everything needed to educate a community about immunization, but a community working together can have a major impact. You can increase the effectiveness of your program by forming partnerships with local businesses and organizations.

Form Local Partnerships

Partnerships can broaden the foundation of your program by adding the commitment of other organizations to the total immunization program—not just one task or activity. Local partnerships combine the strengths of several groups to help gain access to audiences and provide resources.

Partnerships also can help you:

- Identify existing or planned immunization programs and services.
- Decide on priorities among the gaps in programs and services available.
- Increase the attention to and priority of the issue within your community.
- Raise funds.

You can expand your program potential by involving other groups that are interested in child health specifically or in the general health and well-being of their members or the people they service. Consider forming a planning or advisory committee to help you get started. Select members who can provide credibility, expertise, endorsement, or contacts and who will be committed to help. You may want to include representatives from the community sectors that you would like to involve later. To make a large committee more productive, form subcommittees to help with specific aspects of the program, such as public awareness, resource development, health care provider involvement, and evaluation.

HOW TO INCREASE THE EFFECTIVENESS OF YOUR PARTNERSHIP

- *Gain the support and endorsement of community leaders to help organize the coalition.*
- *Identify and address areas of agreement between members; agree to leave differences for discussion at another forum.*
- *Tackle your community's immunization needs one step at a time.*
- *Ask members to contribute something, according to their individual capabilities to do so.*
- *Make sure that participation offers a benefit for each organization and individual.*
- *Share recognition and rewards with all members.*
- *Assess periodically the purpose and focus of the partnership.*



Ask representatives of your audience to help you plan. They can find out what the audience wants (as well as needs), who can help, and what will and will not work. They can lend their credibility to what you do, and their involvement will give them a feeling of ownership of the program and increase their commitment. If you are working alone at first, your activities could generate a wider interest and eventually lead to the formation of a local partnership to promote immunization education.

Choose From Many Organizations

Following are examples of businesses and organizations to consider involving in your program.

Community groups. Many national and regional organizations with local affiliates already are participating in National Infant Immunization Week and other campaigns throughout the year. Consider other organizations and groups that offer services to your audience such as the American Red Cross, United Way, Junior Leagues of America, National Black United Fund, Lutheran Social Services, Association of Asian and Pacific Community Health Organizations, neighborhood associations, civic groups, fraternities, and sororities.

Health care providers. The awareness, endorsement, and participation of many kinds of health care providers—such as pediatricians, family practitioners, nurses, nurse practitioners, physicians assistants, and pharmacists—are vital. You can reach health professionals through their professional associations as well as at their places of work. Don't forget to consider roles for student associations if there is a health professions training program in your community.

Managed care organizations and community hospitals frequently recognize health promotion as a way of cutting costs or attracting new patients. Departments that may be willing to work with you include marketing, patient education, public relations, wellness, and continuing medical education. Some hospitals have an auxiliary group that could provide volunteers.

Health insurers. These often provide health education materials and programs to their client companies or policyholders. Many health insurance companies cosponsor community health promotion programs with community organizations.

Worksites. The workplace may be the only established setting where you can reach large numbers of some adult populations. Your local chamber of commerce can provide a list of major employers. The chamber also may be able to help identify local business coalitions on health. For large businesses in your community, contact the employee benefits manager to discuss how a program on immunization could fit into an employee dependent wellness or benefits program. Unions also may have education programs that could include information about immunization.

HOW OTHER GROUPS CAN HELP YOU SPREAD THE WORD

Schools, libraries

*bulletin boards
posters and handouts
exhibits*

Retail stores

*tent cards
imprinted bags
bag stuffers
loudspeaker announcements
banners
posters and handouts*

Religious groups

*newsletter articles
bulletin boards
discussion groups*

Health clinics and hospitals

*outreach newsletters
posters and handouts
imprinted note pads
counseling*

Worksites

*internal newsletter articles
paycheck stuffers
recorded on-hold telephone messages
lunch seminars*

Community groups

*newsletters
speakers
display booths
meeting announcements
posters and handouts*



HOW TO APPROACH OTHER GROUPS

- *Make the initial contact through personal acquaintances, if possible. Match your needs with the organizations that can benefit from your efforts.*
- *Write, call, or meet to describe your program, what you expect to accomplish, and the benefits derived from participation.*
- *Give several options for involvement.*
- *Choose specific, short-term activities that are likely to be successful.*
- *Ask for a definite commitment to one or several tasks.*
- *Be prepared to give something in return (e.g., credit lines on materials, visibility for their logo, media attention).*
- *Clarify responsibilities on both sides.*
- *Schedule and identify persons for follow-up contacts.*
- *Encourage new relationships and seek new opportunities to work together.*
- *Say thank you—with a letter, a certificate, or public recognition of their contribution.*

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Religious groups. Churches, synagogues, and temples reach Americans of all ages, economic situations, and cultures. Many places of worship have a tradition of providing family and community service and a strong volunteer system. In fact, some already have established health promotion policies and programs. Other factors make places of worship an important part of community outreach: (1) they are respected as information sources and may have access to traditionally hard-to-reach populations; (2) they have social support services that could help teenage parents, new parents who are economically depressed, and refugees/recent immigrants; and (3) many have programs for young people.

Businesses. Supermarkets, department stores, or other stores that sell diapers, baby clothes, toys, furniture, and baby products all may provide access to your audience, and they may recognize that participation in health promotion programs can improve their community relations.

Government. Public health and social service agencies serve many community members and usually have experience with other health promotion programs. In addition to local health departments and neighborhood and rural health clinics, consider contacting housing authorities and area offices on child health. Agencies that support child health and development activities include WIC (Women, Infants, and Children); Head Start; foster care programs; adoption services; and rural, migrant, Native American, and immigrant health programs. See *Appendix B* for information on government agencies with programs.

Colleges and universities. Ask teachers of nursing, public health, health education, and marketing to consider assigning student projects or internships, with credit, to fit your program needs.

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WORK

Other community options. Other links to your audience include residences for young single mothers, battered women's shelters, student centers, libraries, and college campus programs for new parents/caregivers. Parenting and prenatal health programs such as Lamaze and home birthing programs offer additional possible avenues.

WORK WITH THE MEDIA

The mass media can be an integral part of your immunization education program. Many of the activities suggested in pages 13-22 involve working with the media; others, such as establishing an information center or holding a seminar on immunization, will need publicity to be successful.

Publicity can extend the impact of your activities. A special event—such as a speaker at a club's luncheon—can be preceded and followed by publicity about the speaker on the radio, in TV announcements, and in the local newspaper. This helps get the message out to a larger audience.

Also keep in mind that mass media outlets may be interested in doing more than just providing publicity. Many large-scale, community-based health programs have been cosponsored by a television station, a health insurance company, and a voluntary or public agency, each contributing according to its special capabilities.

Start a Media List

A card file with a list of media contacts may be your single most important resource, say public relations experts. Don't be tempted to skip this step. When you know the names, telephone and FAX numbers, and special interests of individual journalists, you can send materials and news releases directly to those most likely to use them.

To start a media list, scan newspapers and monitor radio and TV shows to learn the names of reporters who cover health topics. You also can check media directories, which are available at libraries or through organizations such as the Public Relations Society of America or Women in Communications, International.

Also consider collaborating with partner organizations that already have an updated media list.

When you call or visit the people on your media list, ask about deadlines, special interests, and informational needs. Add this information to your list.

Make Initial Contacts

Whenever you can, arrange to meet face-to-face with reporters, editors, and producers. Bring your article, news release, radio live announcer copy, or any other materials you want them to use. If you are asking them to cover an event, bring background information with you to leave behind.

MASS MEDIA

Television and radio stations

local news and talk shows
broadcast editorials
public service announcements
(live and prerecorded)
call-in shows
public affairs and health programs

Public access cable TV

Local newspapers (weekly and daily)

news items
feature articles
health sections and supplements
editorials
columns
print ads
letters to the editor
op-ed articles

Local or regional magazines

articles
regular columns or features

Billboards

Public and private transportation

advertisements in buses, subways,
taxis, and jitneys



Emphasize the importance of immunization education to the community. Use this opportunity to offer your services, if appropriate, as an expert resource on infant vaccinations who can be called upon in the future. If you have designated a program spokesperson—a key leader who will be the public speaker about infant immunization—tell media contacts about that person. Be sure to leave your card or telephone number.

If you send materials to the people on your media list, allow 4 to 7 days for the materials to arrive, and then call them. Ask if they have received the materials, offer to answer any questions, and emphasize the important points related to your community. If a story does appear, send a short note of thanks. If a story does not appear, send a letter of thanks for their consideration and ask to be considered for a future issue.

Prepare News Releases

News releases are standard publicity tools, and reporters and editors receive many each week. To draw attention to your release, format it professionally (see sample on page 24) and send it to your established contacts. You may follow up later by telephone.

Keep in mind reporters' and editors' needs as you write a news release. Journalists are most likely to find your release useful if you:

- Present information that is new, timely, and unusual.
- Use a local or human interest angle if you present national data.
- Tie your story to a national event or one that is already receiving wide coverage.

Prepare a Media Advisory

To follow up a news release, send a media advisory 1 to 2 weeks before your event. This can take the form of a memo to reporters, producers, or editors. Restate the information in the news release in a condensed form. Be sure to mention the person the reporter can interview and what could be discussed. You can also use the media advisory to describe possible photo opportunities. (See page 26 for a *Sample Media Advisory*.)

Provide Photo Opportunities

You will increase the likelihood of having your event covered by the media if you can provide a visual opportunity for the media to photograph events, such as children being vaccinated or community members sharing immunization information with their neighbors. Work with your local hospital or public health clinic to arrange such a photo opportunity. (Note: the hospital/clinic can advise you on the necessary patient agreement procedures.)

WHAT MAKES NEWS?

Think in terms of headlines like these:

- *Community Responds to Threat of Childhood Diseases*
- *Protecting Our Youngest Children*
- *Are Childhood Diseases Obsolete?*



SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

Date
CONTACT: (your name)
(phone number)

(STATE/CITY/COUNTY) KNOWS THAT IMMUNIZATION PROTECTS
ITS CHILDREN

NAME OF CITY, Date - (Who, your organization) will conduct a (what, poster contest, shoe store promotion, Mother's Day event, business luncheon, etc.) on (day, date, time) at (where) as part of a national effort to increase the number of children younger than 2 who receive vaccinations against preventable illnesses. (Give a brief description of the event, including any prominent spokespersons who will be available for interviews). Immunization: Our Work Has Just Begun is this year's theme for National Infant Immunization Week, April 16-22, 2000

(Name of activity) is to increase our community's (or name of community) awareness of the need to vaccinate children at an early age. Children need 80 percent of their vaccinations in the first 2 years of life to protect them against disease, disability, and even death. There have been many innovations in immunizations since the first vaccination was administered by Dr. Edward Jenner 200 years ago, and more continue to be made. These innovations help to reduce the number of vaccine-preventable diseases, disabilities, and deaths.

Nationwide, vaccination is at an all-time high and diseases are at an all-time low. Vaccine-preventable diseases have been reduced by more than 99 percent since the introduction of vaccines.

Of utmost importance is the fact that the benefits of vaccinations far outweigh the risks. In 1999, a modification in the polio vaccination schedule was made. The oral polio vaccine (OPV) is no longer recommended for the first two doses, except in special circumstances, such as travelers to areas where polio is common. The first two doses should be inactivated poliovirus vaccine (IPV) at 2 and 4 months, followed by two doses of OPV at 6 to 18 months and 4 to 6 years of age. This improved dosing is safer than the previous use of all OPV.

PRINCIPLES OF WRITING A NEWS RELEASE

A news or press release should have a strong lead paragraph containing the important information such as the who, what, when, where, and why. When writing news releases, remember the following:

- *Include a contact name and telephone number.*
- *Post a dateline on the release.*
- *Limit the release to two pages.*
- *Type on letterhead, double spaced.*

Mail and/or fax the news release to local news editors 4 weeks before the event. Send a follow-up media advisory 2 weeks before the event.



RELEASE

Infant immunization is a simple and inexpensive way to protect children from 11 potentially deadly infectious diseases. For every dollar spent on immunization, as many as \$29 can be saved in direct and indirect costs.

In _____ (state/city/county), childhood immunization rates (match, exceed, or fall below) national rates. "We must push this number even higher and take proper care of our children," says _____ (local representative). "Vaccines have been proven to be safe and effective and to provide the best protection against infectious disease. We want to ensure the message is clear: We must continue our mission to ensure that all children are immunized.

The _____ is sponsoring the _____ activity as part of its participation in National Infant Immunization Week, a national effort in 2000. For more information about the _____ activity or immunization, call _____.

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SAMPLE MEDIA ADVISORY

MEMORANDUM

To: Editors, Producers, and Reporters

From: (Your Name, Organization)

Date: (2 weeks before event)

Subject: National Infant Immunization Week Activities

(Your organization) will conduct a (describe the activity) on (day, date, time) at (location) as part of a national effort to increase the number of children ages 2 and younger who are vaccinated against preventable illnesses.

Children need 80 percent of their vaccinations in the first 2 years of life to protect them from diseases, disabilities, and death. Each year new and improved vaccines and ways to combine them are developed. These innovations will improve safety and efficacy of vaccines.

(Name of local spokesperson and his/her affiliation) will be available to discuss the importance of timely vaccinations as well as the new vaccine schedules.

"Many people don't understand why vaccine schedules change from year to year," (he/she) said. "They think the public health community is being intentionally confusing. That's not the case at all. The schedule changes are part of an ongoing effort to come up with the most effective schedule to protect our children."

To cover this event, please call (your name) at (your phone number).

Note: If you would like to photograph children being vaccinated, the (name of clinic) at (address) will welcome news photographers and videographers from (time) on (date of event).



Prepare Opinion-Editorials, Letters to the Editor, and Letters to Editorial Boards

The editorial section is the place to express a viewpoint or announce your services. Editorial pages often include letters to the editor and opinion-editorial (op-ed) pieces.

An op-ed piece is an article, usually 500-800 words long, that carries an author's byline. They appear on the page opposite the editorial page and present an expert point of view on a specific topic. An op-ed piece might be titled, for example, "Are Communities Missing the Opportunity to Immunize Their Babies?"

A letter to the editor, usually less than 300 words, is signed by an individual from the community. Often, this individual writes as a representative of an organization. A letter to the editor is usually written in response to an event or an article in the newspaper in which it will appear. The letter should express an opinion, clarify a point, or emphasize a message.

To place an op-ed piece or letter to the editor, address it to the editorial page editor or, in a smaller newspaper, the editor-in-chief. At television, cable, and public access stations, which sometimes present editorials on important local issues, contact the editorial writer or general manager.

Another way to gain access to the editorial page is by asking the newspaper to editorialize on behalf of your organization's activity or services. You can do this by writing a letter to an editorial board member about the importance of your campaign. If appropriate, you may wish to request a meeting with the newspaper's editorial board to discuss your issues. The editorial board usually includes the newspaper's editor, publisher, and the editorial page editor. Members are generally listed somewhere on the first page of the editorial section.

Tips for Writing to the Editorial Board

1. Address your letter directly to one editorial board member.
2. State the importance of immunization for children younger than age 2.
3. State the challenges in your community with respect to immunization.
4. State why the newspaper should support your immunization campaign.
5. Note any upcoming events with respect to your campaign.
6. Request a meeting with the editorial board (if appropriate).
7. Follow up your request for a meeting with a telephone call.

KEYS TO SUCCESS

- *Keep letters to the editor short. Op-ed pieces can be longer.*
- *Make sure your arguments and tone are logical and persuasive.*
- *Provide background information, copies of recent news releases, or stories about your program to convince editors that your op-ed is important to the community.*
- *Ask for and follow style guidelines, and deliver your piece on or before the deadline.*



Give Interviews

Talk shows, call-in shows, and public affairs programs all provide publicity opportunities, often in the form of interviews. Newspaper and magazine editors also may be interested in interviewing a community leader or expert.

To arrange for an interview:

- Choose a program or publication that reaches your audience.
- Send a letter to its producer or editor, explaining that you would like to talk about infant immunization and why an interview would be of interest to readers or listeners.
- Follow up the letter with a telephone call.
- Send briefing materials to the interviewer or producer, including your credentials as an expert.

Prepare thoroughly for the interview. Organize your information and write important points on notecards if necessary. Although the interviewer will have questions, you can keep key message points in mind and be prepared to make simple, direct, easy-to-understand statements when they fit the questions.

After the interview, get back to the reporter promptly (preferably the same day) with any information you promised to supply following the interview. Finally, send a note thanking the reporter for the opportunity to express your point of view.

Place Billboard and Transit Ads

Billboard space is not always sold out. Unsold space may be available for public service campaigns. Approach the company that owns the billboard and ask for donated space. As part of a public service project, the company also may create the billboard, using the immunization logo and messages.

Advertisement cards on buses and subways are another way to publicize your program. Most transit systems are publicly owned, and often they are willing to donate space and help you create a transit card to fill it. The system may charge you a small fee to cover labor for printing or posting the cards.



WORK

STEP 4: CHART YOUR SUCCESS

What have you accomplished? No matter what your resources, it's a good idea to step back periodically and take a look at how and whether your program is working. This process of evaluation is well worth the effort. It lets you identify small problems and make adjustments before major ones develop. It also helps you monitor schedules and budgets. Finally, it allows staff, volunteers, and the rest of the community to see what has been accomplished—an important ingredient in maintaining momentum and enthusiasm for your program.

Evaluation can help you:

- Make sure your program is on time, on budget, and reaching your audience.
- Identify any program components that are not working so that you can make necessary improvements.
- Identify program activities that are very successful so that you can embellish them or promote your success.
- Make sure that cooperating organizations are doing what they promised and are satisfied with their roles.
- Provide evidence that you have reached your objectives.
- Plan future programs.

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MONITOR MATERIALS DISSEMINATION

Track the number of materials being distributed to your audience at the various spots you chose for dissemination, such as health fairs or local merchants. For example, how many of the brochures left at the pediatrician's office have been taken? If the number seems low, try to make adjustments. Are they in an out-of-the-way spot? Could they be moved?



MONITOR YOUR PROGRAM TIMETABLE

Check periodically to ensure that deadlines are being met and resources used efficiently.

- Are activities taking place when scheduled? If not, examine procedures.
- Do you need to make schedules more realistic or to assign more people to a certain task?

TRACK AND ANALYZE MEDIA COVERAGE

Scan newspapers and monitor radio and television programs to learn whether and how often your program receives coverage.

- How many articles, editorials, or letters have been published by the newspapers you contacted?
- How often has a radio station used the live announcer copy you sent?

If media coverage seems low, call your media contacts to remind them of the importance of your program. Ask whether they need different formats or other kinds of information.

MONITOR AUDIENCE RESPONSE

To learn whether you are reaching your audience, you could track the number of people who respond as a result of your activities. Measures might include:

- The number of people who stop at child health booths at health fairs or malls.
- The number of vaccinations provided at health clinics and other outlets you targeted.
- The size of audiences at presentations.
- The number of callers who reference your materials.

Keep track of the kinds of questions people ask to help you design future activities that meet audience needs.



OBTAIN FEEDBACK

Ask for feedback from cooperating organizations, volunteers, and other participants. Give them a chance to comment on their involvement with your organization or a particular activity. A brief evaluation form could ask:

- What worked particularly well?
- Which areas need improvement?
- How can improvements be made?
- What would they be willing to do next?

USE EVALUATION RESULTS

Whatever form of evaluation you choose, be sure to use the results. Modify procedures and look for more effective ways to distribute materials, shift resources, or make other refinements as necessary.

Above all, share your successes and lessons learned. Writing and speaking about your program is a good way to make other community groups and professionals more aware of immunization and National Infant Immunization Week. Don't forget to let national and local child health organizations know about your program.

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WHAT NEXT?

Once the first phase of a program has been completed, many organizers find that the initial enthusiasm for the program wanes. Immunization education in your community will require sustained attention. Assess the strengths and weaknesses of your accomplishments, think about how your community's needs and interests may have changed, and consider the following activities:

- Publicize your successes and visibly show your appreciation to your sponsors and participants.
- Broaden or repeat the activities that seem to work best.
- Approach potential sponsors who were not able to help before. Tell them about your successes and ask for a commitment in the next phase of your program.
- Focus on integrating immunization education into existing programs.
- Publicize your results and plan for ongoing activities, including next year's event.

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NIIW 1998 SUCCESS STORIES

More than 500 events took place during NIIW, including award dinners, health fairs, extended clinic hours, grand rounds for providers, and neighborhood canvassing. A few of the many NIIW 1998 success stories are described in the following pages.

KICKOFF EVENT IN MIAMI, FLORIDA

Miami—one of 11 cities designated as a “pocket of need” by the National Immunization Program (NIP)—was selected for the national 1998 NIIW kickoff event. This event included a press conference that was held at the Museum of Science and Space Transit Planetarium and attended by about 200 adults and 50 children. NIP Director Dr. Walter Orenstein called for a commitment to increase the vaccination rate for chicken-pox (varicella) and announced the availability of new English- and Spanish-language public service announcements (PSAs) designed to encourage parents and caregivers to ensure that their children are fully immunized by age 2. Elmo and Emilio Delgado (“Luis”) from *Sesame Street* entertained the children. Other speakers included the wives of Miami’s mayor and Florida’s governor.



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The kickoff event was followed by a luncheon at Miami Children’s Hospital where 46 individuals were honored for outstanding achievements and contributions to Florida’s children. The day concluded with a site visit to Little Havana Activities and Nutrition Center of Dade County, which provides services to Hispanics in the Miami-Dade County area. The event was covered by numerous media. Major Spanish-language networks agreed to air PSAs for 1 year.



Contact: Valerie Morelli, 404-730-9650



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UNVEILING THE TIKE MOBILE CLINIC IN BALTIMORE, MARYLAND

A mobile immunization clinic named TIKE (To Immunize Kids Everywhere) was unveiled by the Baltimore City Health Department at a news conference held at Harborplace in Baltimore's Inner Harbor. The event included addresses by local dignitaries



and musical selections by "Guilford Voices," a chorus of children from a local elementary school. Betty Bumpers, wife of Senator Dale Bumpers and one of the founders (along with Mrs. Rosalyn Carter) of Every Child by Two, was among the speakers. The event highlighted the success of a public/private partnership between the health department, the State WIC (Women, Infants, and Children) program, the Rotary Club of Baltimore (which donated the bus), and other corporate sponsors such as the Rouse Foundation and Blue Cross Blue Shield of Maryland. More than \$150,000 was raised to put TIKE on the road.

Following the unveiling, the 31-foot-long TIKE immunization clinic traveled to the Girls and Boys Club of Central Maryland where immunizations and related WIC services were offered. Since the unveiling, TIKE travels to selected sites 3 to 5 days a week. The vehicle, used jointly by the Bureau of Immunization and WIC, is staffed by an emergency medical technician/driver and a nurse.

Contact: Melina Turtle, 410-396-1884



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“BIG SHOTS FOR BABY SHOTS” DINNER IN ARIZONA

Twenty individuals and organizations were honored at the second annual “Big Shots for Baby Shots” recognition dinner for outstanding contributions to improving children’s health in Arizona. The event was held on April 30th, during NIIW. More than 200 people attended the dinner at the Phoenix Country Club.

Awards were given in five categories: “Buck Shots” for outstanding printed materials or other communications; “Long Shots” for legislation or public policy that helped to reduce barriers to immunizations; “Snap Shots” for special event partnerships that educate, promote, and provide immunizations to Arizona’s children; “Spot Shots” for media stories that educate the public about immunization; and “Hot Shots” for individuals who gave tremendous amounts of time, talent, and energy to the cause of increasing infant immunization.

Daniel T. Cloud, M.D., Chairman of TAPII’s 24-member Steering Committee served as the Master of Ceremonies for the event. Other speakers included Dr. James Allen, Director of the Arizona Department of Health Services, and Pat Bakalian, Region 9 Outreach Coordinator for the CDC. Sponsors for the “Big Shots for Baby Shots” event included private-sector partners such as pharmaceutical companies and managed care organizations.

Contact: Debbie McCune Davis, 602-253-0090





FREE IMMUNIZATION CLINIC— HOWELL, MICHIGAN

The Livingston County Health Department held a free immunization Clinic one day during NIIW. Honey the Clown greeted the children with animal balloons and offered face painting. Parents received an educational packet which included information on immunization and lead poisoning prevention. Forty children received 81 immunizations. The children were also offered books donated by Michigan Friends of Educational as well as cookies from local restaurant.

Contact: Jennifer Lavelle, 517-546-9850



"IMMUNIZE ME!" BIBS IN PUEBLO, COLORADO

Bibs inscribed with the message "Immunize Me!" were distributed by the Pueblo City-County Health Department Immunization and WIC Programs in Pueblo, Colorado. The accompanying message asked parents/caregivers to call the health department with questions or to obtain assistance in finding a provider for their babies' immunizations.

Contact: Sarah Ruybalid, 719-583-4351.





MOCK MEASLES OUTBREAK IN CALIFORNIA

Building on its success in 2 previous years, the California Coalition for Childhood Immunization staged its third Mock Measles Outbreak as part of its 1998 NIIW activities. The outbreak provided a unique photo opportunity to convey an important message about the need for immunization. For example, at a kindergarten class in Suisun City, a health education specialist asked the children: "Have you all had shots?" She passed out sheets of sticky red dots, and soon the "measles" had spread from one child to the next. The goal was to get students to take information home to their parents who may have younger children that need immunizations.

Mock Measles events were held at 19 sites in 17 counties representing all regions of the State. They generated widespread television and newspaper coverage that reached more than 25 million Californians. The events resulted in a significant increase in calls to immunization hotlines.

Contact: Pamela A. Moes, 619-594-1351

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PARTY IN WASHINGTON, DC

In Washington, DC, the Community Immunization Coalition of Washington, DC, commemorated NIIW with a party at Children's National Medical Center. The event was an occasion for celebration of the District 2-year-olds who are fully immunized and for children whose families participated in the Coalition's New Moms program. This hospital-based immunization program was launched during NIIW 1996 and is still going strong. District of Columbia Health Commissioner Allan Noonan, M.D., congratulated the families and stressed the importance of timely immunization for all of the District's families. Dr. Noonan even got a checkup from "Dr. Bear," the mascot of Children's National Medical Center.

Contact: Dena Wichansky, 703-836-6110.

BUS PAINTING—RIVERSIDE, CALIFORNIA

Extending immunization messages throughout the year is one goal of NIIW. The Immunization Program of the Riverside County Department of Public Health sponsored a bus painting and incentive event to kick off Child Health Month in October and to alert parents of an upcoming hepatitis B vaccine requirement for seventh graders. To begin, a local Cub Scout Pack, together with other teen and preteen volunteers, painted a Riverside Transit Agency Bus with the message: TIME for Preteen Vaccines! They also painted colorful images, such as a teen riding a bike and a license plate: "GOT IZD." The paint-out event took place in the Castle Amusement Park parking lot.



The following week, Castle Amusement Park provided a free \$10 ride coupon book to all children who were up to date on their immunizations. Parents with immunization records looked for the painted bus—the site where staff from the Immunization program reviewed the records and issued vouchers redeemable for the ride coupon book. The message was that a simple vaccine can ward off the sometimes deadly hepatitis B viral infection. Vaccination for hepatitis B has been on the infant immunization schedule since 1991, but older children need catch-up vaccinations because they did not get the shots as infants.

Contact: Marjorie Franzen-Weiss, 909-358-5497



APPENDIX A: SAMPLE PROGRAM PLAN

Following is a sample of a program plan. It is important to organize your thoughts, develop strategies, and identify objectives before launching an activity. Determine all the key players, make sure everyone understands their roles, and determine an evaluation strategy in the early stages of planning.

Key Message: Get your child immunized before age 2.

Audience: African-American mothers aged 16-25.

Objectives: To increase awareness and knowledge of infant immunization among African-American mothers aged 16-25.

To increase the number of African-American mothers aged 16-25 who ask about immunization at public health clinics and other health care provider offices.

Materials: Immunization poster.
Immunization brochure.
Resource list: where to get your child immunized in your community.
Radio live announcer copy.

Other Resources: Donated printing from "ABC" printers.
Three months' billboard space from "Acme Department Store."
Speakers for women's meetings from "XYZ" sorority.

Groups to Involve:

Businesses: Three largest employers of African American women.
Grocery, drug, and convenience stores in selected neighborhoods.
Selected baby product stores.
Selected beauty shops.

Organizations: Selected churches including Baptist and Methodist.
Civic organizations like Alpha Kappa Alpha Sorority, 100 Black Women, 100 Black Men, and The Links.
Local affiliates of national child health organizations.

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IMMUNIZATION: OUR WORK HAS JUST **BEGUN**

Government

Agencies: Child development programs.
Women, Infants, and Children (WIC) programs.

Health Care

Providers: Local managed care organizations.
Hospitals with community outreach programs.
Community health centers.

Community

Activities: Distribute immunization materials (e.g., post in grocery stores and distribute at shelters for women and children, beauty and barber shops, or special events).
Develop and print list of free or low-cost vaccine programs.
Make presentations at sorority meetings.

Media

Activities: Appear on two call-in shows on African American-oriented radio programs.
Place billboards in selected neighborhoods.
Place bus cards on city buses.

Evaluation: Track number of materials distributed.
Track call-in show response.
Track number of immunization shots given by selected facilities.
Survey mothers at selected facilities on knowledge, sources of information.
Track number of hours donated by volunteers.



PROGRAM

APPENDIX B: RESOURCES

Selected Readings and References for Community Education Programs

Burrelle's Special Groups Media Directory, Update (updated regularly).
Livingston, NJ: Burrelle's Media Directories.

Cheap but Good Marketing Research. Alan R. Andreasen. New York, NY: Irwin Professional Publishing, 1988.

Community Health Needs Assessment: The Healthcare Professional's Guide to Evaluating Needs in Your Defined Market. Timothy W. Bosworth. New York, NY: Irwin Professional Publishing, 1996.

Evaluation of Health Promotion, Health Education and Disease Prevention Programs. Richard Windsor, et al. Second Edition. Mountain View, CA: Mayfield Publishers, 1996.

Evaluation Strategies for Communicating and Reporting. Rosalie Torres, Hallie, Preskill, and Mary Piontek. Thousand Oaks, CA: Sage Publications, 1996.

Locating Resources for Healthy People 2000 Health Promotion Projects, Washington, DC: Office of Disease Prevention and Health Promotion, 1991. Order from ODPHP National Health Information Clearinghouse, PO Box 1133, Washington, DC 20013-1133.

Making Health Communications Work: A Planner's Guide, Bethesda, MD: National Cancer Institute, 1988. Order from Office of Cancer Communications, 9000 Rockville Pike, Bethesda, MD 20892.

Managing the Non-Profit Organization. Peter F. Drucker. New York, NY: Harper Collins, 1990.

Marketing Research. Peter M. Chisnall. New York, NY: McGraw Hill, 1986.

Measurement and Evaluation in Health Education and Health Promotion. Lawrence W. Green and Frances Marcus Lewis. Palo Alto, CA: Mayfield Publishing Co., 1986.

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Media Advocacy and Public Health: Power for Prevention. Lawrence Wallack, et al. Newbury Park, CA: Sage Publications, Inc., 1993.

Promoting Issues and Ideas: A Guide to PR for Nonprofit Organizations. New York, NY: The Foundation Center, 1987.

Social Marketing: Strategies for Changing Public Behavior. Philip Kotler and Eduardo L. Robert. New York, NY: The Free Press, 1989.

The Five Most Important Questions You Will Ever Ask About Your Nonprofit Organization. Peter F. Drucker. San Francisco, CA: Jossey-Bass Publishers, 1993.

Government Resources

Many Federal agencies, including the Centers for Disease Control and Prevention (CDC), maintain information services that you can use in planning, executing, and evaluating your NIW activities. Several agencies provide technical and educational resources available to programs through the Internet, hotlines and clearinghouses, and fax-on-demand services. New services are launched each month to meet the needs of health professionals, the community, and others involved in disease prevention and health promotion.

Department of Health and Human Services (DHHS)

Web site: <http://www.dhhs.gov>

The CDC is one of several agencies that comprise DHHS. Many immunization and child health programs are supported by DHHS agencies and offices. Key resources and contact information is listed below:

CDC

Web site: www.cdc.gov

Fax on Demand Service: 888-CDC-FAXX

National Immunization Program Resources:

National Immunization Information Hotline

Phone: 800-232-2522 (English), 800-232-0522 (Spanish)

Web site: www.cdc.gov/nip

Office of Minority Health, DHHS

Office of Minority Health Resource Center

Phone: 800-444-6472

Fax: 301-589-0884

Web site: <http://www.omhrc.gov>



Office of Disease Prevention and Health Promotion, DHHS

National Health Information Clearinghouse

Phone: 800-336-4797

Fax: 301-984-4256

Web site: <http://nhic-nt.health.org>

HealthFinder Web site for consumer health information:

www.healthfinder.gov

Health Resources and Services Administration, DHHS

Web site: www.hrsa.dhhs.gov

National Vaccine Injury Compensation Program

Phone: 800-338-2382

Office of Rural Health Policy

Phone: 301-443-0835

Web site: <http://www.hrsa.dhhs.gov/xrural.htm>

Bureau of Primary Health Care

Phone: 301-594-4110

Web site: <http://www.bphc.hrsa.dhhs.gov>

Community and Migrant Health

Phone: 301-594-4303

Immigration Health Services Division

Phone: 301-594-2974

National Institutes of Health, DHHS

Phone: 301-496-4000

Web site: www.nih.gov

National Library of Medicine

Web site: www.nlm.nih.gov

Food and Drug Administration, DHHS

Web site: www.fda.gov

Division of Consumer and Public Affairs

Phone: 800-835-4709

Fax: 888-CBERFAX

Vaccine Adverse Event Reporting System (VAERS)

Phone: 800-822-7967

Web site: www.fda.gov/cber/vaers.html

Indian Health Service, DHHS

Phone: 301-443-3593

Fax: 301-443-0507

Web site: www.ihs.gov

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APPENDIX C: SELECTED 1999 NATIONAL OBSERVANCES

The following selected national observances are related to health and safety promotion and disease prevention in children or families. These observances may present opportunities for reinforcing the message that infant immunization protects against vaccine-preventable diseases. You may wish to contact the sponsoring organizations to explore ways your organization can cosponsor events during the observances.

January

National Birth Defects Prevention Month
March of Dimes Birth Defects Foundation
1275 Mamaroneck Avenue
White Plains, NY 10605
1-888-MODIMES
Web site: www.MODIMES.org

February

Wise Health Consumer Month

American Institute for Preventive Medicine
30445 Northwestern Highway, Suite 350
Farmington Hills, MI 48334
248-539-1800, ext. 247

National Child Passenger Safety Awareness Week—February 14-20

Office of Occupant Protection (NTS-10)
National Highway Traffic Safety Administration
U.S. Department of Transportation
400 Seventh Street, SW
Washington, DC 20590
202-366-9550

March

National School Breakfast Week—March 1-5

American School Food Service Association
1600 Duke Street, 7th Floor
Alexandria, VA 22314
800-877-8822

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Children and Healthcare Week—March 14-20

Association for the Care of Children's Health
19 Mantua Road
Mt. Royal, NJ 08061
609-224-1742; 800-808-ACCH

April

World Health Day—April 7

American Association for World Health
1825 K Street, NW, Suite 1208
Washington, DC 20006
202-466-5883

National Public Health Week—April 5-12

American Public Health Association
1015 15th Street, NW
Washington, DC 20005
202-789-5600

YMCA Healthy Kids Day—April 10

YMCA of the USA
101 North Wacker Drive
Chicago, IL 60606
312-269-1198
E-mail: spezzano@ymcausa.org

National Infant Immunization Week—April 18-24

Centers for Disease Control and Prevention
National immunization Program
1600 Clifton Road, MS E-52
Atlanta GA 30333
800-232-2522 (English)
800-232-0233 (Spanish)

May

National SAFE KIDS Week—May 1-8

National SAFE KIDS Campaign
111 Michigan Avenue, NW
Washington, DC 20010-2970
202-662-0600

Buckle Up America! Week—May 24-31

Office of Occupant Protection
National Highway Transportation Safety Administration
U.S. Department of Transportation
400 Seventh Street, SW
Washington, DC 20590
202-366-9550



August

World Breastfeeding Week—August 1-7

World Alliance for Breastfeeding Action and
La Leche League International
1400 Meacham Road
Schaumburg, IL 60173
847-519-7730

September

Baby Safety Month

Juvenile Products Manufacturers Association
236 Route 38-West, Suite 100
Moorestown, NJ 08057

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October

Child Health Month

American Academy of Pediatrics
141 Northwest Point Boulevard
Elk Grove Village, IL 60007
847-981-7667

Family Health Month

American Academy of Family Physicians
8880 Ward Parkway
Kansas City, MO 64114-2797
800-274-2237

National Campaign for Healthier Babies Month

March of Dimes Birth Defects Foundation
1275 Mamaroneck Avenue
White Plains, NY 10605
1-888-MODIMES
Web site: www.MODIMES.org

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Child Health Day—October 5

U.S. Department of Health and Human Services
Health Resources and Services Administration
Maternal and Child Health Bureau
Parklawn Building, Room 18A55
5600 Fishers Lane
Rockville, MD 20857
301-443-0205



National Adult Immunization Awareness Week—October 10-16

National Coalition for Adult Immunization
4733 Bethesda Avenue, Suite 750
Bethesda, MD 20814-5228
301-656-0003

National Health Education Week—October 19-23

National Center for Health Education
72 Spring Street, Suite 208
New York, NY 10012
212-334-9470

National School Lunch Week—October 11-15

American School Food Service Association
1600 Duke Street, 7th Floor
Alexandria VA 22314
800-877-8822

December

Safe Toys and Gifts Month

Prevent Blindness America
500 East Remington Road
Schaumburg, IL 60173
800-331-2020

Source: National Health Information Center

Web site: www.nhic-nt.health.org/pubs/99hfinders/index.html



Telephone: National Immunization Information Hotline
1-800-232-2522 (English)
1-800-232-0233 (Spanish)
Community Outreach and Planning Branch
1-404-639-8375 (phone)
1-404-639-8555 (fax)

Address: National Immunization Program
Community Outreach and Planning Branch
Centers for Disease Control and Prevention
1600 Clifton Road, NE Mailstop E-52
Atlanta, GA 30333



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